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**HOUSE JOINT MEMORIAL 64**  
**48TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2007**  
**INTRODUCED BY**  
**Richard D. Vigil**

**A JOINT MEMORIAL**  
**REQUESTING THE CREATION OF A TASK FORCE TO STUDY THE EFFECTS**  
**OF ALCOHOL ADVERTISEMENTS ON YOUTH AND TO RECOMMEND**  
**CONSTITUTIONALLY VALID METHODS OF RESTRICTING YOUTH EXPOSURE**  
**TO ALCOHOL ADVERTISEMENTS.**

**WHEREAS, each day, three teens in the United States die**  
**from drinking and driving and at least six more die from other**  
**alcohol-related causes; and**

**WHEREAS, each day, more than seven thousand children in**  
**the United States under age sixteen take their first drink;**  
**and**

**WHEREAS, underage drinking costs the United States fifty-**  
**three billion dollars (\$53,000,000,000) a year in medical**  
**care, lost productivity and pain and suffering of young**  
**drinkers; and**

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1           WHEREAS, approximately one-third of high school seniors  
2 engage in heavy episodic or binge drinking, making them  
3 vulnerable to alcohol-induced brain damage and an increased  
4 likelihood of alcohol dependence later in life; and

5           WHEREAS, youths who drink alcohol are more likely to  
6 experience educational, social and legal problems and are at a  
7 higher risk for suicide and homicide; and

8           WHEREAS, a *USA Today* survey found that teens say alcohol  
9 ads have a greater influence on the desire to drink in general  
10 than the desire to buy a particular brand; and

11           WHEREAS, a study published in the *Journal of the American*  
12 *Medical Association* found that the number of beer and  
13 distilled spirits ads tended to increase with a magazine's  
14 youth readership; and

15           WHEREAS, a study of children ages nine to eleven found  
16 that children were more familiar with Budweiser's television  
17 frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power  
18 Rangers or Smokey Bear; and

19           WHEREAS, the institute of medicine has called for reforms  
20 on the alcohol industry's advertising to audiences known to  
21 include a significant number of children or teens; and

22           WHEREAS, the institute of medicine has called on the  
23 United States department of health and human services to  
24 monitor alcohol advertising and report its findings to  
25 congress and the public; and

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1           WHEREAS, the center on alcohol marketing and youth at  
2 Georgetown university has documented widespread exposure of  
3 underage youth to alcohol advertisements on television, radio,  
4 the internet and in magazines; and

5           WHEREAS, the city of Philadelphia unanimously passed an  
6 ordinance banning future alcohol advertising on city-owned  
7 property, including public transit bus shelters used by many  
8 school children; and

9           WHEREAS, the state of Ohio adopted a rule prohibiting  
10 alcohol advertising on billboards within five hundred feet of  
11 schools, parks and churches; and

12           WHEREAS, the national association of attorneys general  
13 created the youth access to alcohol task force to reduce  
14 underage drinking, to study youth exposure to alcohol  
15 advertising and to educate state attorneys general on ways to  
16 reduce access to alcohol by youth and change social norms  
17 about underage drinking;

18           NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE  
19 STATE OF NEW MEXICO that the director of the alcohol and  
20 gaming division of the regulation and licensing department be  
21 requested to assemble and chair a task force to study the  
22 relationship between youth exposure to alcohol advertising and  
23 youth access to and consumption of alcohol and to recommend  
24 methods of restricting youth exposure to alcohol advertising;  
25 and

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1 BE IT FURTHER RESOLVED that the task force include a  
2 member of the children's cabinet and representatives from the  
3 attorney general's office, the department of health, the  
4 children, youth and families department, the public education  
5 department, the commission on higher education, the New Mexico  
6 parent teacher association, mothers against drunk driving and  
7 other relevant and interested groups; and

8 BE IT FURTHER RESOLVED that the task force study other  
9 states' alcohol advertising laws and their current status,  
10 model policies and best practices and recommend ways of  
11 applying best practices in New Mexico; and

12 BE IT FURTHER RESOLVED that the task force examine the  
13 alcohol industry's sponsorship of community events where  
14 children are present and suggest constitutionally valid  
15 methods of restricting alcohol industry sponsorship and  
16 signage at community events; and

17 BE IT FURTHER RESOLVED that the task force study and  
18 recommend constitutionally defensible restrictions on alcohol  
19 advertising and sponsorship in state publications and on  
20 state-owned and state-leased lands, including state  
21 universities, college campuses, state parks, public buildings  
22 and state-sponsored civic events; and

23 BE IT FURTHER RESOLVED that the task force study and  
24 recommend regulation of billboard and other forms of outdoor  
25 advertising of alcoholic beverages; and

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